



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Technology Center 2100

In re Application of: Larry P. Mason  
Serial No.: 09/675,780  
Filing Date: September 28, 2000  
Group Art Unit: 2155  
Examiner: Thu Ha T. Nguyen  
Title: *System and Method for Transforming Custom Content  
Generation Tags Associated with Web Pages*

**Mail Stop: Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

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I certify that this communication is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated below and is addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

*Willie Jiles*

Willie Jiles

Date: June 24, 2004

Dear Sir:

**RESPONSE PURSUANT TO 37 C.F.R. § 1.111**

In response to the Office Action mailed March 25, 2004, Applicant respectfully requests the Examiner to reconsider the rejection of the claims in view of the following amendments and remarks. Please amend the Application as follows.